

REMARKS:

In the outstanding Office Action, claims 1, 6-9 and 11-16 were rejected. Claims 1, 11 and 15 are amended herein, new claim 17 is added and claims 2-5 and 10 remain cancelled.

Thus, claims 1, 6-9 and 11-17 are pending and under consideration. No new matter has been added. The rejections are traversed below.

REJECTION UNDER 35 U.S.C. §103(a):

In the Office Action mailed April 18, 2005, claims 1, 6-9 and 11-16 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,430,605 (Hunter) in view of U.S. Patent No. 6,513,052 (Binder).

The electronic billboard displays in Hunter are directly accessible by commercial advertisers who electronically send advertisements to the network to be displayed at locations selected by the advertisers (see, col. 2, lines 25-30). Specifically, the advertising customer accesses a central information processing station, reviews available advertising time/locations and submits advertising content for review and verification (see, col. 3, lines 43-63 and col. 4, lines 36-46). Subsequent to verification of the advertising content, the servers in Hunter transmit the advertisement information to the display locations consistent with the customers' requested time/location. That is, Hunter the server activates uploading of the advertising content which requires the electronic displays to constantly listen for a request transmitting the content from the server (see, col. 4, lines 4-16).

In Binder, the storage server analyzes profile of users' computers, selects and initiates downloading of advertising material to the computers (see Abstract, lines 13-16, col. 1, lines 56-59, col. 2, lines 6-22 and col. 4, lines 40-44). Binder is directed to targeted advertising where advertising information is selected based on profile of a user and transmitted to the user's computer in an attempt to increase the probability of generating revenue from the advertising (see, col. 1, lines 47-53). For example, when a storage server determines that Microsoft® Word Version 6.0 is installed on a computer, the storage server selects an advertisement from the advertisement database that offers an upgrade to Microsoft® Word and transmits to the computer (see, col. 5, line 61 through col. 6, line 11). That is, similar to Hunter, Binder requires the user's computer to continuously listen for a request from the server for transmitting the advertisements.

In contrast, the billboard of the present invention initiates the communication session and is not required to continuously listen to a request from the server. This, for example, enables a secure communication between the billboard and the server because the billboard is not constantly visible on a network (i.e., reducing vulnerability of the billboard). Further, because the billboard is making the request to a specific location and the server is verifying identity of the billboard, the present invention ensures security of the network.

Independent claim 1 as amended recites, "at least one billboard located in a public space accessible by the public for displaying to the public said at least one image object during said allocated time slot and, prior to expiry of said allocated time slot, triggering a communication session with said server where the server is responsive to a request initiated by said billboard and without requiring the billboard to continuously listen for a request from the server." Claim 1 further recites that the communication session triggered by the billboard "results in a secure communication with the server, wherein said billboard is visible to the server only upon said triggering of the communication session."

Similarly, independent claim 11 recites, "initiating from said billboard a communication session with said server where the server is responsive to a request initiated by the billboard and without requiring the billboard to continuously listen for a request from the server for uploading further advertising material." Accordingly, the claimed invention of claim 11 results in "a secure communication with the server, where said billboard is visible to the server only upon said initiating of the communication session."

Hunter and/or Binder do not teach or suggest triggering or initiating a communication session by a billboard where "the server is responsive to a request by the billboard and without requiring the billboard to continuously listen for a request from the server" to enable "secure communication" where the billboard is "visible to the server only upon said initiating of the communication session", as recited in each of the independent claims 1 and 11 ("triggering" in claim 1).

Thus, it is submitted that the independent claims are patentable over Hunter and Binder.

For at least the above-mentioned reasons, claims depending from the independent claims are patentably distinguishable over Hunter and Binder. The dependent claims are also independently patentable. For example, as recited in claim 6, the present invention includes "a distribution engine for uploading said scheduling information and said advertising material from said plurality of input sources, for managing said advertising material and for providing said

advertising material to said at least one display location." Claim 6 further recites, "a slot allocator for monitoring said scheduling of said display." Hunter and Binder, alone or in combination, do not teach or suggest these features of claim 6.

Therefore, withdrawal of the rejection is respectfully requested.

NEW CLAIM;

New claim 17 is directed to a method of dynamically displaying an advertising material including "requesting a communication session **from a billboard** to a server storing the advertising material" and "establishing the communication session between the billboard and the server **only in response** to said requesting from the billboard" (emphasis added). Claim 17 further recites, "transmitting the advertising material to the billboard based on the established communication session."

As discussed above, both Hunter and Binder require continuous listening by the electronic displays and the user computers, respectively.

Hunter and Binder, alone or in combination, do not teach or suggest that communication between the server and the billboard is established "only in response to said requesting from the billboard", as recited in claim 17.

It is submitted that new claim 17 is patentably distinguishable over Hunter and Binder.

CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters. If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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CERTIFICATE UNDER 37 CFR 1.8(a)
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450
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By: Don Purnell
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